

COLOMBIA

All Ages	Males			Females			Total		
	1980	1985	1990	1980	1985	1990	1980	1985	1990
12 924 420	14 407 140	15 979 291	12 869 338	14 306 565	15 840 228	25 793 758	28 713 705	31 819 518	
0-4	1 838 428	1 999 359	2 109 573	1 782 733	1 938 775	2 045 449	3 621 162	3 938 135	4 155 022
5-9	1 640 957	1 788 031	1 952 526	1 600 219	1 743 205	1 903 548	3 241 176	3 531 237	3 856 074
10-14	1 672 751	1 618 272	1 768 071	1 638 579	1 580 390	1 726 213	3 311 330	3 198 662	3 494 283
15-19	1 559 185	1 641 185	1 592 417	1 535 607	1 610 675	1 557 828	3 094 792	3 251 860	3 150 245
20-24	1 286 940	1 513 745	1 602 606	1 275 467	1 495 018	1 576 762	2 562 407	3 008 762	3 179 368
25-29	1 070 620	1 253 852	1 482 825	1 050 673	1 232 290	1 457 245	2 121 292	2 486 141	2 940 070
30-34	839 275	1 043 875	1 227 946	812 798	1 018 554	1 203 126	1 652 073	2 062 429	2 431 072
35-39	666 545	816 671	1 020 067	642 652	789 647	995 530	1 309 197	1 606 318	2 015 598
40-44	547 875	646 862	795 029	533 617	623 476	769 844	1 081 492	1 270 338	1 564 873
45-49	454 817	527 461	624 547	463 997	517 154	606 069	918 814	1 044 615	1 230 616
50-54	380 548	432 877	503 289	404 821	447 171	499 355	785 369	880 049	1 002 644
55-59	316 271	355 642	405 498	345 747	385 633	426 619	662 119	741 275	832 118
60-64	250 392	286 919	323 348	281 428	321 979	359 774	531 821	608 898	683 123
65-69	183 600	215 811	248 180	215 023	251 688	288 736	398 623	467 499	536 916
70-74	116 711	144 869	171 259	145 079	178 413	209 896	261 789	323 282	381 155
75-79	64 830	78 756	98 732	86 624	105 185	130 617	151 454	183 941	229 349
80 y+	34 576	42 953	53 377	54 275	67 311	83 618	88 850	110 265	136 995

COSTA RICA

All Ages	1 151 115	1 312 438	1 481 966	1 127 391	1 287 065	1 455 017	2 278 506	2 599 503	2 936 983
0-4	162 847	186 046	197 858	155 768	178 306	189 548	318 615	364 352	387 406
5-9	139 080	162 138	185 306	133 775	165 240	177 760	272 855	317 378	363 066
10-14	145 459	138 706	161 736	139 741	133 540	155 000	285 200	272 254	316 736
15-19	141 516	144 904	138 216	136 447	139 473	133 313	277 963	284 377	271 529
20-24	122 767	140 657	144 086	119 302	136 091	139 138	242 069	276 748	283 224
25-29	97 431	121 789	139 617	95 437	118 895	135 665	192 869	240 684	275 282
30-34	74 485	96 582	120 801	73 037	95 038	118 437	147 522	191 620	239 238
35-39	57 665	73 704	95 632	56 767	72 632	94 550	114 432	146 336	190 182
40-44	47 643	56 836	72 702	47 319	56 304	72 081	94 962	113 140	144 783
45-49	41 279	46 698	55 760	41 142	46 754	55 675	82 421	93 452	111 435
50-54	34 509	40 121	45 434	34 589	40 426	45 987	69 098	80 546	91 421
55-59	27 544	33 095	38 519	28 048	33 697	39 440	55 591	66 792	77 960
60-64	21 372	25 800	31 045	22 468	26 901	32 393	43 839	52 702	63 438
65-69	15 658	19 170	23 200	17 166	20 931	25 161	32 823	40 101	48 360
70-74	10 756	13 037	16 034	12 340	15 197	18 654	23 096	28 234	34 688
75-79	6 749	7 917	9 676	8 257	10 010	12 460	15 006	17 927	22 137
80 y+	4 358	5 238	6 344	5 787	7 622	9 754	10 145	12 860	16 098

GUATEMALA

All Ages	3 681 736	4 260 041	4 905 335	3 580 681	4 142 985	4 771 073	7 262 417	8 403 026	9 676 408
0-4	632 636	698 878	771 591	610 988	674 439	744 260	1 243 624	1 373 317	1 515 851
5-9	538 841	610 588	678 722	520 286	589 487	655 177	1 059 127	1 200 076	1 333 899
10-14	457 117	532 747	604 855	441 136	514 610	584 258	898 253	1 047 357	1 189 113
15-19	401 628	453 261	529 012	387 304	437 598	511 224	788 933	890 880	1 040 236
20-24	336 254	396 933	448 844	324 137	383 152	433 739	660 391	780 084	882 583
25-29	283 295	330 925	391 642	273 737	319 612	378 731	557 032	650 536	770 373
30-34	223 919	277 892	325 574	217 877	268 993	315 003	441 795	546 885	640 577
35-39	178 320	218 867	272 524	173 794	213 366	264 329	352 115	432 253	536 852
40-44	148 951	173 433	213 658	145 579	169 585	208 971	294 530	343 018	422 629
45-49	130 010	143 739	168 089	127 959	141 332	165 274	257 968	285 071	333 363
50-54	109 665	123 903	137 711	109 319	123 108	136 574	218 983	247 011	274 284
55-59	81 602	102 579	116 653	82 415	103 449	117 157	164 017	206 029	233 810
60-64	58 263	74 280	84 120	59 657	75 846	95 949	117 920	150 125	190 069
65-69	42 301	50 923	65 549	43 659	52 677	67 680	85 959	103 598	133 229
70-74	28 903	34 618	42 192	30 131	36 178	44 278	59 034	70 796	86 469
75-79	18 488	21 307	25 946	19 672	22 638	27 713	38 160	43 945	53 658
80 y+	11 544	15 148	18 655	13 032	16 894	20 756	24 577	32 042	39 411

HAITI

All Ages	2 858 831	3 248 074	3 711 239	2 950 144	3 337 227	3 797 428	5 808 975	6 585 301	7 508 667
0-4	495 355	563 429	643 888	485 306	551 768	630 051	980 661	1 115 197	1 273 897
5-9	417 565	472 759	541 265	412 428	466 824	534 048	829 993	939 583	1 075 311
10-14	361 848	409 256	464 575	358 038	405 098	459 697	719 886	814 355	924 272
15-19	306 500	351 610	399 100	305 908	350 098	397 323	612 408	701 708	796 423
20-24	253 854	294 544	339 631	256 595	296 488	340 794	510 449	591 032	680 425
25-29	206 293	242 014	282 516	211 832	247 116	286 983	418 125	489 131	569 498
30-34	165 532	195 578	230 922	177 836	203 686	238 152	343 369	398 664	469 073
35-39	138 659	155 842	185 352	151 419	169 573	194 583	290 078	325 415	379 935
40-44	117 224	129 565	146 392	130 832	143 384	161 272	248 056	272 950	307 664
45-49	99 831	108 459	120 426	112 187	122 715	143 742	212 019	231 174	255 434
50-54	82 720	91 068	99 331	93 661	103 742	113 908	176 382	194 810	213 239
55-59	66 993	73 893	81 667	77 580	84 805	94 305	144 573	158 698	175 973
60-64	53 199	57 779	63 987	62 873	67 852	74 500	116 072	125 631	138 487
65-69	40 553	43 421	47 373	48 124	52 082	56 515	88 677	95 503	103 888
70-74	26 912	30 117	32 447	32 715	36 364	39 655	59 627	66 481	72 103
75-79	15 573	17 253	19 481	19 571	21 391	24 040	35 144	38 644	43 521
80 y+	10 219	11 486	12 925	13 238	14 841	16 594	23 457	26 327	29 519

MEXICO

All Ages	Males			Females			Total		
	1980	1985	1990	1980	1985	1990	1980	1985	1990
34	748 224	39 555 169	44 568 997	34 644 611	39 440 433	44 442 855	69 392 835	78 995 602	89 011 852
0-4	5 734 095	5 988 704	6 281 701	5 526 045	5 763 194	6 037 867	11 260 140	11 751 898	12 319 568
5-9	5 406 960	5 616 324	5 880 547	5 222 907	5 421 042	5 666 578	10 629 868	11 037 365	11 547 125
10-14	4 639 242	5 359 656	5 571 456	4 483 711	5 181 844	5 382 132	9 122 953	10 541 500	10 953 587
15-19	3 889 035	4 577 710	5 297 199	3 771 761	4 445 824	5 143 482	7 660 796	9 023 534	10 440 682
20-24	3 202 951	3 802 332	4 489 065	3 145 144	3 725 792	4 398 677	6 348 094	7 528 124	8 887 742
25-29	2 587 457	3 127 158	3 723 842	2 574 823	3 098 999	3 678 142	5 162 280	6 226 157	7 401 984
30-34	1 985 619	2 524 718	3 060 519	2 009 980	2 534 606	3 056 572	3 995 599	5 059 324	6 117 091
35-39	1 583 301	1 932 159	2 464 804	1 632 178	1 973 938	2 494 772	3 215 478	3 906 096	4 959 577
40-44	1 327 881	1 534 682	1 878 459	1 389 879	1 597 439	1 936 472	2 717 760	3 132 121	3 814 931
45-49	1 121 588	1 277 386	1 480 772	1 184 378	1 354 426	1 560 499	2 305 966	2 631 811	3 041 271
50-54	877 590	1 065 384	1 217 484	938 710	1 144 989	1 313 203	1 816 299	2 210 373	2 530 687
55-59	742 970	818 660	997 708	814 388	895 937	1 096 996	1 557 357	1 714 597	2 094 704
60-64	532 715	675 023	746 771	601 461	761 160	841 448	1 134 176	1 436 183	1 588 219
65-69	438 522	464 908	591 786	510 342	542 676	691 678	948 864	1 007 585	1 283 464
70-74	311 789	360 180	383 661	372 514	437 676	469 752	684 303	797 856	853 413
75-79	206 395	234 944	272 773	255 677	297 001	353 063	462 071	531 945	625 837
80 y+	160 116	195 241	230 448	210 715	263 892	321 521	370 830	459 133	551 969

PERU

All Ages	8 714 529	9 923 250	11 249 306	8 580 745	9 774 299	11 082 802	17 295 274	19 697 549	22 332 108
0-4	1 371 772	1 526 697	1 650 221	1 324 290	1 472 994	1 589 480	2 696 062	2 999 691	3 239 701
5-9	1 213 657	1 322 273	1 483 785	1 175 134	1 280 148	1 435 449	2 388 791	2 602 422	2 919 234
10-14	1 086 543	1 202 854	1 313 057	1 052 878	1 165 892	1 272 688	2 140 422	2 368 746	2 585 745
15-19	958 579	1 071 073	1 194 310	930 501	1 045 751	1 159 057	1 889 080	2 122 824	2 353 367
20-24	800 005	946 029	1 065 698	778 236	920 552	1 037 137	1 578 241	1 866 581	2 102 835
25-29	666 071	787 343	933 924	649 310	768 075	911 146	1 315 381	1 555 417	1 845 070
30-34	539 308	654 506	776 034	527 079	639 870	750 182	1 066 388	1 294 375	1 535 217
35-39	446 307	528 373	643 314	437 928	518 533	631 447	884 235	1 046 906	1 274 760
40-44	386 586	435 022	516 895	381 798	429 557	510 252	768 384	864 579	1 027 147
45-49	328 445	373 566	422 113	327 684	372 896	420 923	656 129	746 462	843 037
50-54	264 199	313 068	357 772	268 264	317 519	362 675	532 463	630 587	720 446
55-59	207 691	246 475	293 760	215 911	256 471	305 039	423 602	502 946	598 799
60-64	161 304	187 317	224 043	173 778	201 373	240 934	335 081	388 691	464 977
65-69	125 357	137 843	161 873	140 697	154 826	181 407	266 054	292 669	343 280
70-74	85 968	97 604	109 044	101 300	115 270	128 974	187 269	212 873	238 019
75-79	47 119	56 851	65 968	59 144	71 575	83 401	106 263	128 426	149 369
80 y+	25 617	30 356	37 494	35 812	42 998	53 611	61 429	73 354	91 104

VENEZUELA

All Ages	7 825 802	9 192 137	10 625 644	7 793 721	9 194 105	10 658 443	15 619 523	18 386 242	21 284 087
0-4	1 285 957	1 459 341	1 574 053	1 249 013	1 417 087	1 528 030	2 534 970	2 876 428	3 102 083
5-9	1 076 677	1 277 070	1 449 992	1 053 038	1 248 156	1 415 957	2 129 714	2 525 226	2 865 948
10-14	970 697	1 083 231	1 281 559	949 924	1 061 029	1 254 326	1 920 621	2 144 261	2 535 886
15-19	887 215	984 998	1 094 001	870 537	964 789	1 072 736	1 757 752	1 949 787	2 166 736
20-24	764 829	909 347	1 001 771	754 928	894 027	983 328	1 519 756	1 803 374	1 985 099
25-29	627 865	773 986	815 140	642 007	780 159	913 581	1 269 872	1 554 145	1 828 722
30-34	486 511	631 178	774 573	504 858	656 031	790 353	991 369	1 287 209	1 564 926
35-39	378 062	486 149	628 142	391 748	510 545	658 913	769 809	996 695	1 287 054
40-44	314 106	373 858	479 750	328 467	393 328	509 782	642 573	767 187	989 532
45-49	275 815	307 492	365 628	275 216	325 641	389 086	551 031	633 133	754 714
50-54	239 149	265 168	295 893	229 754	269 018	318 191	468 903	534 186	614 084
55-59	187 095	223 334	248 407	177 755	220 124	258 142	364 849	443 458	506 549
60-64	134 004	167 393	200 950	131 378	165 486	205 585	265 382	332 879	406 536
65-69	92 176	113 198	142 504	99 097	117 069	148 319	191 273	230 267	290 825
70-74	55 426	72 107	89 386	64 552	83 072	98 939	119 977	155 179	188 325
75-79	30 452	39 103	51 379	40 293	49 588	64 414	70 746	88 691	115 793
80 y+	19 768	25 181	32 516	31 158	38 955	48 760	50 926	64 136	81 275



Africa

Kenya

Kenya's government has set up a new National Population Council that will act as the umbrella agency for a family planning drive. The population of Kenya will nearly double between

now and the year 2000. Plans call for families to limit themselves to three children.

Kenya's vice president and minister for home affairs, Mwai Kibaki, is calling on Kenyans to accept imported family planning science and technology just as they have accepted modern methods in agriculture, health, education, and architecture. An editorial in the country's largest newspaper said that "stringent population measures are absolutely vital if we are to have a future in which there

will be enough food for all, enough jobs to go round, and enough room in which to live."

Republic of Burundi

Burundi is a small country in Central Africa bounded on the east by Tanzania, the west by Zaire, and Rwanda on the north. Its first census of population took place in August 1979.

The census counted 4.1 million people including 3.9 million regular residents, 119,000 people who were

temporarily absent, and 89,000 visitors. Of the resident population, 48 percent are men and 52 percent are women.

Burundi has eight provinces. The resident population in the provinces is presented in the table below.

Bubanza	321,730
Bujumbura	442,310
Bururi	440,750
Gitega	661,510
Muramvya	359,980
Muyinga	535,380
Ngozi	757,640
Ruyigi	383,430

The city of Bujumbura had 132,370 residents at the time of the census.

There are 884,800 households reported in Burundi. Bujumbura is the most densely populated province with 348 people per square kilometer.

The provisional results of the 1979 census give a detailed breakdown of the population of each village of Burundi.

The Minister of Planning, National Service for Studies and Statistics, located in Bujumbura also publishes annual statistical volumes. The 1982 volume should be available soon. It includes detailed population and economic information including exports, imports, labor, and tourist industry.



Middle East

Saudi Students Rank Imports

College students in Saudi Arabia represent an elite segment of the population and can be considered tastemakers in that country.

A survey of Saudi students, reported in *International Advertiser* (July-August 1983) found they ranked Japanese products first in technological advances, value, attractiveness, availability, variety, and provision of satisfactory guarantees and warranties.

U.S. products, on the other hand, were ranked higher on questions of providing prestige or status among their friends, and on their repair and maintenance services.

Ugur Yavas and Secil Tuncalp, associate professors of industrial marketing at the University of Petroleum and Minerals, Dhahran, Saudi Arabia, report that West Germany trailed Japan and the U.S. in most categories and that the images of English and Italian labels were moderate to low. Italy was the lowest ranked country among those included in the survey. Taiwan ranked highest in the categories of reasonably priced products, but the students noted they were "generally of low quality."

Japanese advertising is considered the best in Saudi Arabia, the researchers report. For example, "Mazda uses the clever slogan, 'America's great little car is fast becoming the Kingdom's great little car,' thus killing two birds with one stone by having that particular model associated with the luxury, styling and comfort of American-made cars." The Japanese also stress warranties and guarantees



Asia

Japan's Plan For New Cities

A description of Japan's plan for building 19 new "technopolises" in this decade is contained in a new publication from Japan External Trade Organization (JETRO) called, simply *Technopolises*.

The 50-page booklet provides an overview of the technopolis plan and specific information on each of the 19 prefectures that have been chosen to host a technopolis.

The technopolises, according to the design by the Ministry of International Trade and Industry, will consist of interlocking components, including manufacturing plants and other businesses, research and development facilities, an academic group, and a residential zone that will house managers, engineers, academics, and their families.

Each technopolis must be located near a city of 200,000 people or more in order to benefit from city conveniences. It will also be located near an

while U.S. manufacturers tend to stress only luxury and comfort.

American exporters are not well tuned to the Saudi culture, the professors note. The ads of one computer company show an attache case, a ballpoint pen, and a tennis racket and balls in addition to a computer. Saudis rarely play tennis. Also, non-Arab expatriate faces are often used in ads. Japanese exporters, on the other hand, tailor their advertising to the local culture.

Examples from Sanyo include air conditioners whose slogan is "The cool is permanent," and kitchen ranges, for which the slogan is "Give your family a wider range of high-class cooking."

The researchers suggest that U.S. exporters may have to engage in the old Japanese game of "copy-catting" if they are to compete successfully in the Saudi market.

airport or railway station. The main structures are scheduled to be completed by 1990, with further development continuing after 1990.

The technopolis is designed to allow Japanese industry to continue to grow while moving it away from the Yokohama, Nagoya, and Osaka-Kobe metropolitan areas where it is now concentrated.

Described in the booklet are such prefectures as Miyazaki, called "A Techno-Resort Under the Sun," where there are already 1.1 million people, 3 universities, and 1,153 factories with more than 100 workers each.

Technopolises is available from Japan Trade Center offices in New York, Chicago, Los Angeles, San Francisco, and Houston. The New York address is 1221 Avenue of the Americas, New York, NY 10020-1060; telephone (212) 997-0400.

Japanese Counter Workaholic Image

The Asian Wall Street Journal Weekly reports that the latest firms to declare a two-day weekend are Japanese banks. But don't hold your breath, the banks aren't closing every Saturday, just the second Saturday of every month, and they took more than ten years to agree to giving up their half Saturday once a month.

Projecting the World Auto Market

Editor's Note: This is reprinted as an excerpt from a larger article on the world auto industry published in the July 1983 edition of the OECD Observer. Single copies of the issue are available for \$2 from OECD Publications and Information Center, Suite 1207, 1750 Pennsylvania Ave., N.W., Washington, DC 20006; telephone (202) 724-1857.

The future development of the automobile industry will depend largely on the level of demand in the next 10 or 20 years. That will determine whether the present production capacity being developed and modernized is justified and whether there is room for all the major manufacturers now in the market.

New car registrations in 1980 amounted to some 28 million, of which the OECD area accounted for 23 million, or about 82 percent. The OECD market was down 8 percent in 1980, with 1.9 million fewer ve-

hicles registered than in 1979. Demand weakened further in 1981 to about 20 million.

One of the problems is that the downturn in the market may not be cyclical but may be a longer term structural development as OECD markets approach saturation levels. The main component of demand is now a function of replacement rather than first-time purchase. This trend has spread to many OECD countries with the result that the annual rate of growth in automobile demand fell from over 6 percent in the 1960s to around 1.6 percent in the 1970s. There is little prospect that this trend will be reversed in the main OECD markets unless the market becomes even more saturated or there is a decrease in vehicle lifetime, leading to higher scrapping rates. But such changes do not appear likely and it is not expected that the rate of growth in demand will return to the levels of the 1960s.

While demographic factors and income levels are basic determinants of the demand for motor cars, operating costs and vehicle prices also directly influence the ownership and use of private cars. The share of household budgets spent on transportation tends to remain constant over time; any increase in one element is offset by a decrease in another. In particular, rises in fuel costs tend to lead to a reduction in the distance travelled, while, over time, increases in costs and vehicle prices tend to have an impact on

ownership and demand by favoring smaller vehicles.

Car prices vary from country to country because of the differences in local tax rates, the cost and availability of credit, the differential between new and used car prices, geographic locations (car ownership tends to be higher in rural than in urban areas), not to mention non-economic factors of a more psychological nature (such as the desire for privacy, status, faster travel) which can sustain auto demand when economic circumstances might exert a negative impact.

The OECD Secretariat's projections for automobile demand up to the year 2000 suggest that North America's and Western Europe's share will decline by that year, while Asia's and Latin America's will rise substantially, and Eastern Europe's and Africa's slightly.

In OECD markets, replacement demand now accounts for 85 percent of total demand. Overall demand is a direct function of the average lifetime of motor vehicles. Historically, average vehicle lifetimes range from about 10 years (in Belgium and France) to 16 years (Sweden).

Some markets are predicted to expand significantly faster than the OECD in absolute terms. These include Brazil, where sales are expected to increase by 1.58 million units a year over the period, the Soviet Union, 1.6 million annually, Mexico, 760,000, the Middle East, 670,000, and the rest of Eastern Europe, 590,000.

Overall, it is estimated that total world demand for automobiles could be 25 percent higher in 1990 than at present, with a further 22 percent increase taking place between 1990 and 2000. By 1990, replacement demand will constitute 71 percent of total world demand, compared to 58 percent now, rising to 76 percent by the end of the century. The average annual growth rate for world automobile demand is forecast at 2 percent throughout the 1980s and 1990s.

Annual Rates of Growth in Automobile Demand, 1970 to 2000

	1970-1980	1980-1990	1990-2000
North America.....	1.1	0.8	0.7
Latin America.....	n.a.	5.8	5.1
Western Europe ¹	3.2	1.3	1.4
Asia ²	n.a.	4.3	2.2
Africa.....	n.a.	6.6	3.5
Eastern Europe.....	n.a.	2.4	4.2
Total World.....	2.4	2.0	2.0

1. Including Yugoslavia.

2. Including OECD Oceania and Middle East.

OECD Projections of World Automobile Demand, 1979 to 2000

A = million units B = percent of total

	1979		1985		1990		2000	
	A ¹	B	A	B	A	B	A	B
North America.....	11.6	38	12.4	35	12.5	33	13.4	29
Latin America.....	1.8	6	2.5	7	3.3	9	5.4	12
Western Europe ²	10.3	34	11.2	32	11.8	31	13.6	29
Asia ³	4.4	14	6.2	18	7.0	18	8.7	19
Africa.....	0.5	2	0.8	2	1.0	3	1.4	3
Eastern Europe.....	2.0	7	2.1	6	2.6	7	3.9	8
Total.....	30.5	100	35.2	100	38.1	100	46.6	100

Note: Figures may not add to total due to rounding.

1. 1979 data supplied by Toyota Motor Sales Co. Ltd. 2. Including Yugoslavia. 3. Including OECD Oceania and Middle East.

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Carol Terrizzi

Market Research + Product Development = NEW PRODUCT SALES

Wind From U.S. Heats Up Barcelona

European market researchers are not above a strong exchange of views with their U.S. counterparts.

Wharton School professor Jerry Wind ruffled some feathers earlier this fall when he fired off a critical salvo to keynote the 36th Annual Congress of the European Society for Opinion and Marketing Research (ESOMAR) held this year in Barcelona.

Market research is often outmoded, ill-conceived, too narrowly focused and ignored by top management, Wind said in a paper that focused on research contributions to product management and new product management. He asked, "If we are so sophisticated, how come so many products fail?"

Despite Wind's critical comments, ESOMAR president Ivor Shalofsky told *International Demographics*, he

thinks the profession is "experiencing the tail-end of the world wide recession and should really be taking off again by mid-1985."

The healthy outlook for market research seems borne out in responses from 11 countries to a survey on market potential conducted by ESOMAR and reported by Holland's Peter van Westendorp of Nederlandse Stichting voor Statistiek. Together, the 11 estimate the total value at about \$250 million. Another positive indicator is the theme for the 1984 congress in Rome, Sept. 2-6, "What We Have Learned from Recession."

Optimism notwithstanding, Shalofsky opened the 1983 congress with a cautionary note.

"The present decade," he said, "will determine whether market research becomes a major profession, a

minor profession — a profession at all."

Four threats to the profession's assuming important status, he said, are complacency stemming from a sense that the profession appears to be doing well, improper application of computer technology, encroachment by corporate planners on the researcher's advisory role, and geographic fragmentation between U.S. and European researchers.

Categorizing the threats as "problems of the specialist or technician," Shalofsky concluded, "I suspect that we have not paid attention to these problems because we have been successful as technicians, and perhaps somewhat blinded by that success. But if we wish to see research develop into a mature profession we must try to overcome our technician's reticence and lose our 'technician' image. In short, we must become advocates for ourselves as much as for the information we supply."

—Peter Inserra

Peter Inserra is International Demographics' Paris correspondent.

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COUNTRY PROFILE: THAILAND

Around the World

Decline in Mexico's Population Growth Rate Forecast

Instead of doubling by the turn of the century, Mexico's total population may grow only 50 to 60 percent, according to a Stanford University demographer.

Dudley Kirk, the former director of the demographic division of the Population Council, says Mexico's total population may range between 100 and 110 million in the year 2000 — 25 to 30 million fewer people than the most widely-used projections.

In 1980 the Mexican census counted 64.7 million people. The only population projection that has been as low as Kirk's was one made last year by the Mexican National Population Council, forecasting 106 million people by the year 2000.

Kirk readily concedes that "only one thing is certain about population forecasts. At least in their precise estimates, they will be wrong."

Key to Kirk's forecast is the continued success of family planning programs and sustained emigration to the United States. By world standards, the Mexican population growth rate still would be high in 2000. Its birth rate and average family size would be 50 percent higher than the current U.S. rates.

But if he is right, and the overall growth proves much lower than is now widely assumed, the results would include:

- Lower food requirements;
- Fewer problems in upgrading education, health, and public service;
- A lower burden of child dependency.

If the population growth rate falls, this will not ease unemployment or underemployment quickly because most of those who will be seeking work at the turn of the century have been born already. But over the long term, the results would be constructive, Kirk says.

Since the Mexican government declared its support for family planning in 1973 and adopted a coordi-

nated program for family planning in 1977, contraceptive use has grown rapidly. Between 1977 and 1979, contraceptive use rose to 42 percent from 33 percent among married or cohabiting women aged 15 to 44. During the 1970s, the birthrate fell by more than 22 percent. This decline was especially sharp in the last half of the decade, Kirk adds.

Increasing urbanization and permanent migration to the United States are also contributing to a lowering of the long-term population boom.

"U.S. statistics suggest that a growing proportion of permanent migrants from Mexico are women and children, who do not get the same attention from border guards as men. In many respects, Mexican migration is following the pattern of other great migrations: First are the temporary migrants, chiefly young men, followed by women and still later by families. Thus, the guest worker programs in Europe, originally intended to be temporary, have ultimately attracted large permanent populations," Kirk explains.

Kirk's best estimate is that fertility in Mexico will continue to fall at a rate of 3 percent annually, and that annual net emigration will total 100,000 — both conservative projections compared to recent data. This suggests that the final Mexican population figure will be closer to 100 than 110 million people in 2000.

Kirk is professor of population studies at Stanford. His views on "Recent Demographic Trends and Present Population Prospects for Mexico," appear in the current issue of *Food Research Institute Studies* magazine.

Canadian Workers

Over 60 percent of the employed labor force in Canada still works in major metropolitan areas, but the proportion of people who work in the downtown cores has decreased in the last decade.

In 1971, central cities employed 62

percent of individuals working in metropolitan areas, but in 1981, the proportion had fallen to 57 percent. Among Canada's five largest metropolitan areas, this proportion is even smaller, averaging 49 percent in 1981.

In the Census Metropolitan Area of Toronto, for example, the three inner cities of Toronto, York, and East York employed 40 percent of the metropolitan labor force in 1981, as compared with 53 percent 10 years earlier. By contrast, the surrounding areas of Etobicoke, Scarborough, North York, and Mississauga increased their share of the area labor force, from 36 percent in 1971 to 46 percent a decade later.

Place-of-work data, collected from one in five households in Canada as part of the 1981 census, provide valuable insights into changes in commuting patterns and concentrations of employment in specific geographic areas.

For more information, contact Mary Cromie, Demography Division, Statistics Canada, Ottawa K1A 0T6; telephone (613) 995-2212.

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Divorce, British-style, and Other European Marketing Matters

Market researchers from advertising agencies to fragrance manufacturers presented their findings from recent market research projects in places as far-flung as Japan and the Eastern Bloc at the 36th annual congress of the European Society for Opinion and Marketing Research in Barcelona.

In a United Kingdom survey, for example, researchers found that divorced women, even if married, "resist the trivialization of emotion or the association of emotion with brands or decisions that they see as increasingly trivial."

R. A. Copeland of the advertising agency Wasey Campbell-Ewald and Susan Holder of Holder Scorah Research Consultants said the trauma of divorce forever changes response to advertising and the buying decision.

"The Increasing Divorce Rate: How It Changes The Rules for Marketing and Advertising," projected that half of the 25- to 49-year-olds, instead of the present 20 percent, will have gone through at least one divorce, most involving dependent children, by the year 2000. The message was clear: Advertisers ignore this trend at their peril.

Copeland and Holder found among other things that "indulgent products" such as cosmetics and clothing become more selective choices for divorcees, while supermarkets win out over local food shops for one-stop convenience in one-parent homes. The divorcees' association with "career women" types in advertising is weak, the researchers found, as is relating to portrayals of "a perfect mum, happy couple, or united family," which can trigger negative responses toward the product or service.

Advise Copeland and Holder: Divorce stereotyping will be rejected by this growing group. "They are likely to be more favorably disposed towards companies or brands which indicate they understand the prob-

lems of being divorced," they conclude.

Irrational Japan

Research and marketing in the Japanese market has to take into account "the profound importance in Japan of human relationships, an obsession with detail and neatness and the overwhelming role of sensory versus rational experience."

So reported Robert J. Wilk, Tokyo-based managing director of Marplan Japan. The emphasis on relationships is manifest in group interviewing, Wilk said, where dialogue outweighs interaction, and in special summer and year-end gift seasons.

"For many products, any marketing plan that doesn't consider in some way this very structured Japanese phenomenon is missing an important and vital opportunity," he pointed out, adding that beer has become a major gift item and that 70 percent of all soap is sold as gifts. Johnny Walker & Sons introduced a new Scotch specifically for the Japanese gift market, Wilk said.

The penchant for detail and neatness is particularly relevant for packaging and ad conception in Japan, where the irrational approach pays. "Verbal, 'message' communications rarely, if ever, communicate in Japan," Wilk advised. Fragrances require attention in Japan, Wilk said.

In a presentation by two British researchers, "Is Taste International?", Derek Martin of Martin Hamblin Research in London and Frank Winter of Avon Overseas Ltd. at Harrow in Middlesex described research on 21 fragrances by test groups of men and women in the U.K., France, and West Germany prior to the launch of "Fer" — called by the researchers "Avon's most successful men's fragrance launch ever."

Compared to a similar study in the United States, the researchers found that "the basic requirements for a man's fragrance proved to be similar

for both men and women and . . . were broadly similar for all European countries researched and the U.S."

Selling to the Eastern Bloc

Blue Bell first took its "Wrangler" jeans to the Eastern-bloc countries 15 years ago and today that part of its business accounts for \$200 million annually. That it has been an uphill struggle, with obstacles still to surmount for any consumer goods company, was evident from the comments of Henry H. Schneps, director of export sales and business development for Blue Bell Europe.

According to Schneps, there is a demand for jeans in the East European nations of at least 200 million pairs. It is not being met because of the difficulties of doing business there. Many sales are obtained through private exports by nationals visiting the West who are willing to pay up to the equivalent of one month's salary to have a pair of jeans. Advertising is prohibited and market statistics are non-existent. Licensing arrangements often stipulate the right to export to other countries for hard currency, to the detriment of the local consumer — and any long-term arrangement with a Western enterprise interested in home market development. Buy-backs and barter arrangements proliferate. Said one discussion participant of the latter arrangement: "We wouldn't know what to do with a shipload of frozen ducks."

Admitting to a "grey realism" about Eastern-bloc business prospects for the West, Schneps said, "The Western supplier will continue to view East Europe as an opportunistic market rather than a market to be invested in for meaningful development."

Proceedings from the 1983 ESOMAR Congress are available from ESOMAR Central Secretariat, J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands.

—Peter Insera

Country Profile

Kingdom of Thailand

Thailand possesses a rare commodity for the 1980s: a strong economy that is getting stronger. The Thai economy experienced a real growth rate of 4.2 percent in 1982. The rate of inflation fell below 5 percent after a high of 20 percent as recently as 1980, and balance of trade deficits were reduced by 50 percent from 1981. The most rapid growth occurred in the banking, insurance, and real estate sectors.

Economic activity is expected to increase in 1983, with a projected gross domestic product growth rate of 5.5 to 6.0 percent. The U.S. Embassy in Bangkok reports that opportunities for American trade and

investment should continue to grow along with the Thai economy.

Thailand's proximity to Laos, Kampuchea (Cambodia), and Viet Nam have made it vulnerable to international political conflict, but the country remains an ally of the U.S. and prohibits the Communist Party from its multiparty system. Numerous military coups have not altered the strong constitutional monarchy, and it is a point of national pride that Thailand has never been colonized.

King Bhumibol Adulyadej; and Queen Sirikit are "working royalty" who are on the road constantly to encourage regional and local economic

development. With the help of an international consortium, Thailand is making gradual progress in replacing poppy fields in the infamous drug-growing "Golden Triangle" with beans, coffee, and other cash crops. One example of the program's success is that Thailand now exports tulip bulbs to the Netherlands.

The reason for Thailand's continued economic growth is its success in controlling population growth. The government created a formal population policy in 1970 to combat the high annual population growth rates of 3.2 to 3.4 percent in the 1960s, and the program has achieved many of its initial goals.

Population Growth

The 1980 census of Thailand recorded a population of 44.3 million persons. The count included Thai nationals living in the country at the time of the census and those usually in residence but temporarily abroad. The count excluded nomadic groups such as hill tribes and fishing groups with no fixed place of residence (estimated at about 500,000 persons), and refugees or illegal immigrants living in camps provided by the government. The U.S. Census Bureau estimates a mid-1983 population of 50.7 million.

The population grew by approximately ten million people since the last census in 1970. The annual growth rate is currently 2 percent per year. This is significantly lower than the rates of the 1960s, and the government's goal is to lower the growth rate to 1.5 percent per year by 1986.

The birth rate is 26 births per 1,000 population and the death rate is 7 deaths per 1,000 population. Thailand's birth rate is the second lowest in Southeast Asia (after Singapore's rate of 17) and it has among the lowest death rates. Aside from approximately 600,000 refugees who have arrived since the Viet



Nam War, Thailand has little immigration from other countries.

Fertility has been reduced by the government's concerted efforts at family planning. The 1980 census showed that contraceptive use among women of childbearing age (15 to 49) was 44 percent for the Kingdom as a whole and 50 percent in municipal areas. Among married American women in this age range, 60 to 70 percent use some form of contraception. The pill is the most popular form of birth control among Thais (used by 50 percent of women), followed by sterilization (30 percent) and the IUD (9 percent).

At its current rate of population growth, Thailand will double its size in 36 years. The population is projected to be 69.4 million in the year 2000 and 87.4 million by 2020.

Regions and Cities

Thailand is predominantly rural (38 percent). Since the capital city of Bangkok is the only major metropolitan area in Thailand, it differs significantly from all other regions. Its standard of living and degree of Westernization are higher than in any other area, and it is the center of cultural and economic affairs. In 1980, Bangkok contained 62 percent of the nation's urban population.

The city also contains over 600,000 cars and has traffic problems to rival Houston's. The number of vehicles in Bangkok has almost doubled in the past ten years. Newspapers report that normally polite Thais become speed-demons behind the wheel, and the only things that slow them down are seven-minute stoplights and one-hour waits to get through intersections.

The number of Thais living in municipal areas was 7.6 million in 1980, or 17 percent of the population. Those living in nonmunicipal areas equalled 36.3 million. These figures tend to underestimate the extent of urbanization because the designation of "municipal" for some areas is based on administrative decree rather than population density. For example, the census reports that a *tambon* (commune) is a type of municipality "established wherever it is deemed appropriate" through official decrees by the Ministry of

the Interior and can range in size from several hundred to several thousand persons. Some are still rural in character. On the other hand, rural areas that have developed urban-type services are known as "sanitary districts" and are not necessarily reclassified as municipal areas.

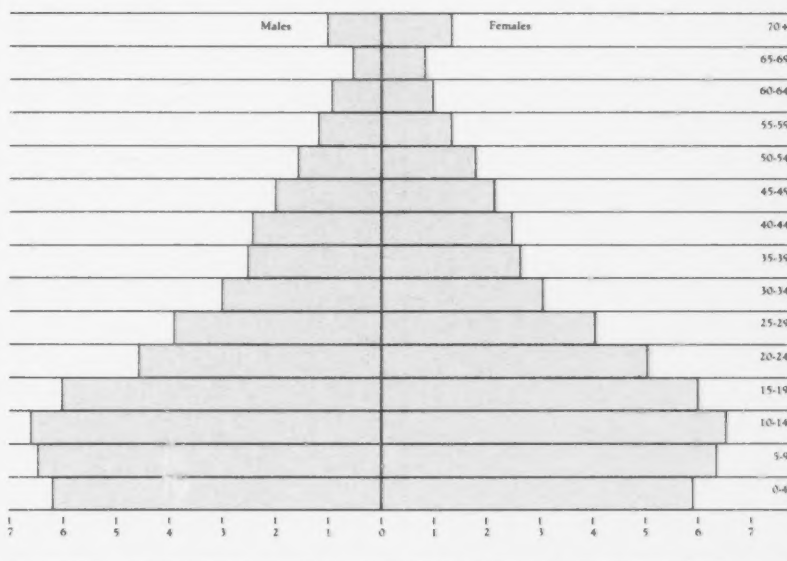
More clearly defined are the *muang* (town) and *nakhon* (city). A *nakhon* municipality is established when an area reaches 50,000 persons

and a population density not less than 3,000 persons per square kilometer. A *muang* municipality contains a minimum of 10,000 persons with a density of at least 3,000 persons per square kilometer. Nevertheless, towns containing provincial administrative offices receive the designation *muang*, regardless of size or density.

Thailand is administratively divided into 70 provinces, or *chang-wats*, which are subdivided into 642

Thailand by Age and Sex, 1980

(in percent)



Population of Thailand by Age and Sex:

Age	Total	Male	Female
All Ages	44,278,000	22,008,000	22,270,000
0-4	5,357,000	2,751,000	2,606,000
5-9	5,711,000	2,927,000	2,784,000
10-14	5,844,000	2,971,000	2,873,000
15-19	5,291,000	2,641,000	2,650,000
20-24	4,340,000	2,091,000	2,249,000
25-29	3,543,000	1,739,000	1,804,000
30-34	2,723,000	1,342,000	1,381,000
35-39	2,346,000	1,166,000	1,180,000
40-44	2,170,000	1,056,000	1,114,000
45-49	1,860,000	902,000	958,000
50-54	1,549,000	770,000	779,000
55-59	1,107,000	550,000	557,000
60-64	863,000	418,000	445,000
65-69	620,000	286,000	334,000
70+	953,000	396,000	557,000

Source: Thailand National Statistical Office, Bangkok, 1980 Population Housing Census.

Population of Thailand's Largest Cities: 1979

Bangkok Metropolis	4,999,515
Chiang Mai	97,839
Hat Yai	92,486
Khon Kaen	89,925
Nakhon Ratchasima	89,101
Nakhon Sawan	86,221
Udon Thani	79,465
Songkhla	74,728
Phitsanulok	73,801
Nakhon Si Thammarat	65,190

Source: United Nations, 1982 ESCAP report

districts. There were nine changwats with populations of one million or more in 1980. The Central region contains 24 changwats (including Bangkok) and had 32 percent of the population in 1980. Sixteen changwats form the Northeastern region, which contains 35 percent of the population. The 17 changwats of the Northern region account for 20 percent of the population, and the 13 changwats in the South had 13 percent of the population in 1980. The most densely populated region was the Central region containing Bangkok. Density in the Central region was 138 persons per square kilometer compared with the national average of 86 persons per square kilometer.

Ethnicity and Religion

Thailand has an ethnically homogeneous population. The Thai Kingdom was first formed in the late 13th century and has kept its separate identity ever since. More than 85 percent of the population speaks some Thai dialect and shares a common culture.

The core population is made up of the Central Thai (36 percent of the population), Thai-Lao (32 percent), and Northern and Southern Thai (each about 8 percent of the population). The Thai language of the Central Thai is the official language taught in schools and used in government. Knowledge of Thai is essential to business success in Thailand; English is not widely understood. The largest minorities are the Chinese (about 8 percent of the population) and the Malay-speaking Muslims of the South (about 3 percent of the population).

It is difficult to distinguish ethnic Chinese from Thais. Many Thais have some Chinese ancestry and persons of more recent Chinese descent have assimilated into Thai society by becoming citizens. The Chinese tend to be urban, and a household survey conducted in 1979 found that approximately one-quarter of all urban households were bilingual in Thai and Chinese.

The national religion is Theravada Buddhism, to which 95 percent of Thais belong. Muslims constitute about 4 percent of the population and are concentrated in the South.

Buddhism dominates the Thai lifestyle and is an essential part of the social and political order. Crime is reported to decline during Buddhist Lent, because "criminals are Buddhists, too."

The spiritual center of every village is the wat, or temple. The wat is the home of monks and is the focus of all community festivals and religious ceremonies. It is traditional for young men to be ordained as monks, if only for a short time, when they reach age twenty. They then conduct religious rites and make the rounds of the community with their alms bowls begging for food. Even the King of Thailand followed this ritual in his youth. In 1981, there were 30,000 monasteries in Thailand with a total of 560,000 monks and novices.

Some indication of the extent to which Buddhism pervades Thai culture is the number of small shrines outside homes and businesses. Flowers and bits of food are left as daily offerings for the spirits. An advertising executive familiar with Thai culture advises to keep religion in mind when marketing. A picture of a man kissing a woman is not acceptable, nor is a picture of one person touching another on the top of the head; the soles of the feet are also taboo. Depictions of these gestures will offend religious sensibilities and should not be used to sell commercial products.

Age Distribution

Thailand's population is young. Thirty-eight percent of the population were under age 15 in 1980, and 60 percent were under age 25. Only 3 percent of the population was

aged 65 or over. A recent article in *Advertising Age* stressed the advantage of marketing to youth in Thailand with the subtitle: "The population is young, and the chances for growth abound." For example, movies are a major source of advertising (with an average of 20 commercials per film), and 80 percent of moviegoers who attend twice a week or more are aged 15 to 20.

The Northeast region had the highest proportion of young people, with 43 percent under age 15, while the Central region (containing Bangkok) was below the national average with 33 percent of the population under age 15. For the Bangkok Metropolis, 30 percent of the population were younger than 15 and 3 percent were aged 65 and over.

Households and Families

There are two types of households in Thailand: private and collective. Private households may consist of one or more persons. The occupants of private households make provision in common for their own food and living arrangements. Private households are classified as agricultural households if agriculture is the household head's occupation.

Collective households are those composed of members who live together under certain rules and regulations or those living together for their own benefit. The members of a collective household may or may not take their meals together. Collective households are divided into two types, institutions and other collective households. Institutions include wats (temples), penal institutions, welfare homes, and hospitals. Other collective households include hotels, boarding houses, and living quarters for no less than six workers whose meals are employer provided.

As of April 1, 1980, there were 8.4 million households in Thailand, with an average size of 5.3 persons per household. Household size was largest in the Northeastern region (5.7 persons), and smallest in the Northern region (4.8 persons). The Bangkok Metropolis had an average of 5.2 persons per household. Among private households, 3 percent consisted of only one person

and 8 percent consisted of two persons. One-third of private households contained three or four persons, 40 percent contained five to seven persons, and 15 percent contained eight or more persons.

According to a survey conducted in 1979, approximately two-thirds of rural households and 58 percent of urban households were nuclear families. Extended families comprise almost one-third of both urban and rural households. It is a tradition for newly married children to live with one set of parents. Thai newlyweds live with the bride's family, and Chinese live with the groom's family. However, "living with" can mean living in the same house or living in another house in the same compound. The household-size figures reflect only the people living together under the same roof.

Average age for women at first marriage was 22.5 in 1980. This is about the same age that American women first marry. Among the Thai population aged 13 and over, 33 percent of women and 39 percent of men were single in 1980; 55 percent of women and 56 percent of men were currently married, and 12 percent of women and 3 percent of men

were currently divorced, separated, or widowed.

Housing

In Thailand a house is defined as any building or other structure used for habitation at the time of the census, including boats, floating houses, and vehicles. A living quarter is defined as any house inhabited by a household and may include detached houses, row-houses, apartments, rooms, boats, or other structures.

Complete housing counts from the housing census are being released for changwats (provinces) as they are processed. The total for Thailand is expected within the next year.

A 1979 survey of housing tenure found that 45 percent of urban households owned their homes and 29 percent rented. Approximately 8 percent of urban units were government-owned and 7 percent were owned by some member of the household other than the head. Other forms of tenure accounted for 11 percent of all urban households. Ownership is almost universal in rural areas, where most households build their own housing.

Urban housing has a slightly higher proportion of one-room units than rural housing (32 versus 26 percent), about the same proportion of two-room units (35 percent), and slightly fewer units with three or more rooms (33 versus 39 percent). One-third of urban households in 1979 used their houses for trade (including the selling of food and drink) and services. About one-quarter of rural households used their houses for additional purposes, mainly for raising livestock and trading goods.

Education

Literacy in Thailand is defined as the ability to read and write a simple statement in any language for all persons five years of age and older. People who can read but not write, are classified as illiterate. By this definition, approximately 84 percent of the population is literate.

Seven years of schooling are compulsory, from ages 7 to 14. Pre-primary classes include ages 4 to 6 and enrolled 9 percent of children in that age group in 1981. Elementary schools include ages 7 through 12 and had 97 percent enrollment in 1981. Secondary or equivalent schools for students aged 13 to 19

Distribution of the Economically Active Population by Occupation and Sex: 1980

(in percent)

Occupation	Thailand			Bangkok Metropolis		
	Total	Males	Females	Total	Males	Females
Total	100.0	100.0	100.0	100.0	100.0	100.0
Professional, technical, and related	3.1	3.1	3.2	9.1	7.2	11.6
Administrative, executive, managerial, and government	1.3	2.1	0.4	6.4	8.7	3.1
Clerical and related	1.7	1.9	1.5	10.3	9.5	11.4
Sales	6.7	5.3	8.2	19.7	17.2	23.2
Agricultural, fishers, animal husbandry, hunters, and forest workers	72.6	69.8	75.6	5.8	5.3	6.4
Miners, quarrying, well drilling, and related	0.2	0.3	0.1	—	0.1	—
Transport equipment operators, and related	1.7	3.1	0.1	5.2	8.8	0.2
Craftsmen, production, and related	9.6	11.5	7.6	30.6	34.0	26.0
Service	3.0	2.8	3.2	12.2	8.5	17.3
Workers not classified, or occupation unknown	0.1	0.1	0.1	0.7	0.7	0.8

enrolled about one-quarter of that age group, and higher education for persons aged 19 to 24 enrolled 4 percent of persons in that age category.

There were 379,000 students enrolled in 1981 at the pre-primary level; 7.4 million at the elementary level; 2 million at the secondary level; and 246,000 at the highest level. Approximately 40 percent of persons aged 4 to 24 were enrolled in school in 1981, representing 21 percent of the total population.

A one-percent sample of the 1980 census reported that 72 percent of males and 70 percent of females had completed an elementary education. Eleven percent of males and 7 percent of females had completed the secondary level, and 3 percent of men and 2 percent of women had a university degree. For the kingdom as a whole, 14 percent of men and 20 percent of women had no formal education.

The Bangkok Metropolis had the lowest proportion of persons with no education (11 percent) and the highest proportion with a university education (10 percent of men and 8 percent of women). Approximately one-quarter of the Bangkok population had finished secondary school (versus 9 percent of the whole kingdom).

Labor Force

All persons 11 years of age and over who were employed at the time of the census, or who had worked any

day during the week preceding the census, as well as persons looking for work and those waiting for seasonal work, were counted as economically active. By this broad definition, 66 percent of the population aged 11 and over were considered economically active in 1980. Forty-five percent were actually employed, 2 percent were looking for work, and 18 percent were waiting for seasonal agricultural work.

Among women aged 11 and over, 57 percent were economically active. Forty percent were employed, 2 percent were looking for work, and 16 percent were waiting for seasonal agricultural work.

The Bangkok Metropolis had a higher than average proportion of persons actually employed (53 percent), but a lower than average proportion economically active (58 percent) due to a high proportion of students (21 percent).

A more recent *Report of the Labor Force Survey* conducted in 1981 for the kingdom reported 24.6 million persons in the labor force, or 52 percent of the population aged 11 and over. Nearly 99 percent of these persons were employed, leaving only 1 percent unemployed. Yet there is significant underemployment in Thailand: 20 percent of workers are classified as "inadequately utilized." For those who are "adequately utilized," however, the hours are long: 40 percent of those employed in

municipal areas in 1981 worked 50 or more hours per week.

Table 2 lists the occupational distribution of the Kingdom and the Bangkok Metropolis by sex.

The proportion of women who are professionals in Bangkok is greater than the proportion of men who are professionals (12 percent versus 7 percent). Digby Nancarrow, the managing director of the advertising firm McCann-Erickson Ltd. in Bangkok advises that women professionals are a significant segment of the Thai market. Thailand's women play a greater role in business than do women in the United States. They control finance and influence business "very heavily". According to Mr. Nancarrow, "... women's liberation, as we know it in Western society, started in Thailand many years ago."

Income and Consumption

Per capita GNP in Thailand was US \$769 a year in 1981. This is higher than per capita income in Indonesia and about the same as in the Philippines, but significantly below that of Singapore and Malaysia. Some 11 million people earn less than \$200 per year, which is the official poverty level. The poorest part of the country is the Northeast Region.

Bangkok, with about one-tenth of the country's population, accounts for about one-third of the national income. This suggests that there is a small urban upper class and a large rural lower class. The middle class is just beginning to emerge in Thailand.

The minimum wage in Bangkok was set at 45 Baht per day in 1980 (about US \$2.25). It is estimated that more than one-half of all employers in Bangkok and the surrounding provinces pay less than minimum wage. The minimum was set at B38 for the North and B35 for the Northeast. These levels are below the B60 sought by unions and which economists at Chulalongkorn University determined necessary for an adequate standard of living.

Radio is the most popular media, and the print media are not far behind. In Bangkok there are 16 Thai daily newspapers, 3 weekly papers, 8 Chinese-language dailies, 3 English-language dailies, and 1 English

Household Possessions by Place of Residence

(in percent)

Household possessions	Rural	Urban
Bicycle	45.1	38.7
Motorcycle	14.7	30.4
Small automobile	16.4	16.4
Large automobile	4.1	4.9
Black & white television	9.1	67.0
Color television	0.4	10.9
Sewing machine	18.0	56.4
Refrigerator	6.2	61.3
Rice cooker	—	62.8
Hair dryer	—	25.6
Stereo set	—	22.1
Air conditioner	—	10.9
Radio	80.7	—
Clock or watch	45.8	—
Electric fan	13.6	—
Electric iron	14.2	—

Source: 1979 survey of 2,658 households by the Institute of Population Studies, Chulalongkorn University, Bangkok.

weekly. The Bangkok Post has a circulation of approximately 25,000 compared with the leading Thai daily, the Thai Rath, with 850,000 readers. The rest of the country has 183 newspapers, most written in Thai. There are 18 Thai weekly magazines, 20 Thai bimonthlies, and 72 Thai monthlies, in addition to 12 English-language monthlies. Readership of both newspapers and magazines is greater in urban than rural areas, while radio has almost universal attraction.

Sources of Information

The preliminary report of the 1980 Population and Housing Census is available in English and Thai from Thailand's National Statistical Office in Bangkok Metropolis 10100. This 26 page document provides 100 percent data on population and households by changwat, region, and the Bangkok Metropolis, and 1 percent sample data on age and sex distribution, marital status, contraceptive use, educational attainment, and labor force activity. There are no housing data in the preliminary report.

Complete data for 17 population items and 12 housing items are being released for changwats as they are processed. When all changwats are complete, the final national volume

will be published. The final report will contain 27 items on population and households and 18 items on housing. A list of these tables can be obtained from the National Statistical Office.

The most complete labor force data for the Kingdom, the regions, and the Bangkok Metropolis are available from the 295 page *Report of the Labor Force Survey* conducted from July through September, 1981, and published by the National Statistical Office.

The pocket-sized *Statistical Handbook of Thailand* for 1981 summarizes some of the 1980 census results and presents an overview of various social, economic, and demographic characteristics (also available in English from the National Statistical Office).

The Institute of Population Studies of Chulalongkorn University carried out a series of longitudinal surveys of the urban and rural population between 1969 and 1979. A 58-page summary of the latest survey is available from the Professional Publishing Company, Ltd., 2/2-3 Soi Kluaymarn-Thai, Sukhumvit Road, Bangkok, Thailand; telephone 392-9673.

The Economic and Social Commission for Asia and the Pacific (ESCAP) of the United Nations

published a report titled *Migration, Urbanization, and Development in Thailand* in 1982. It is one of their series of *Country Reports* and is available through the U.N.

The East-West Population Institute has published a report that includes data for Thailand. Titled *Labor Markets, Urban Systems, and the Urbanization Process in Southeast Asian Countries* (Paper No. 81, July 1982), it can be purchased for \$1.00 from the East-West Center, 1777 East-West Road, Honolulu, Hawaii 96848.

The Foreign Area Studies staff of The American University published an updated *Country Study of Thailand* in 1981 (edited by Frederica Bunge). The 354 page book can be ordered from the USGPO (Stock No. 008-020-00859-1) for \$11.00. Other USGPO publications on Thailand are the *Foreign Economic Trends* (FET 82-105) published in November 1982 (\$1.50) and the Department of State *Background Notes* dated February 1983. The contact person for Thailand at the U.S. Bureau of the Census is Peter Way; telephone 301-763-5577.

—Daphne Spain

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Publications

Cities of the World, Supplement, edited by Margaret Walsh Young (based on the *Post Reports* issued by the U.S. Department of State), 1983, Detroit: Gale Research Co., 466 pps., \$65.

Cities of the World is a supplement to a four-volume set published by Gale Research last year (price, \$170). The supplement contains information about 92 cities in 30 countries ranging from Algeria, Argentina and Australia, to Uganda, Upper Volta, and Yugoslavia. For 47 of the cities, the data presented is new; for 45 cities, it is updated from the previous volumes.

Included in each city description is a total population figure, information about ethnic groups, the educa-

tional system, geography, tourist attractions, and entertainment facilities. Occasionally included is information about suburbs or residential areas of the city where particular ethnic groups or enclaves of expatriates are likely to be found.

Although the notes are designed to help acquaint U.S. government employees with a new city, they may also be helpful to the insightful market researcher.

The description of Jakarta, for example, contains this information: "Jakarta itself has limited public recreation facilities. With the city's recent population increase and the ever-growing presence of resident foreigners, recreational facilities have not kept up with sports enthu-

siasts' demands. The major recreational places are especially crowded during weekends and holidays. Golf, tennis, swimming, boating, fishing, and mountain climbing are popular active sports."

These are words to warm the heart of a developer of golf courses or a wholesaler of tennis equipment.

World Data, by George Thomas Kurian, New York: World Almanac Publications, 1983, 623 pp., \$9.95 paperback.

As a quick reference tool, this almanac provides a brief description of each country in the world including population, year of latest census, population density, literacy, languages, and major cities. Population figures are usually out-of-date as are the dates of the latest census year. For example, Australia's population

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